

GUARANTEE  
Your Money Back  
If You Want It.  
See Editorial Page, First Column.

# New York Tribune

First to Last—the Truth: News - Editorials - Advertisements

WEATHER  
FAIR AND COLDER TO-DAY. FAIR  
TO-MORROW.  
Yesterday's Temperatures:  
High, 38; Low, 30.  
Full report on Page 11.

Vol. LXXIV, No. 24,911.

By The Tribune Association.

FRIDAY, JANUARY 29, 1915.

PRICE ONE CENT

In City of New York, New York, Jersey City and Hoboken, ELSEWHERE TWO CENTS.

## Honest Bargains Tripled Business

Deadly Parallel Reveals How Alluring Word  
"Value" Is Used to Deceive Public—  
A San Francisco Contrast.

By SAMUEL HOPKINS ADAMS.

NO. X.

On the desk before me lie two advertisements, carefully paralleled. They are thus placed because they exemplify the two extremes of merchandising through the medium of the printed word.

Costly Fur Trimmed Suits  
of Chiffon Velvet, Chiffon Corduroy,  
Poetry, Peau de Soie and Chiffon  
Broadcloth, including many exclusive  
models that can be found nowhere else;  
all trimmed with rare and costly furs.  
Formerly to \$79.50

\$24.50

Every Dress—\$7.95—Every Suit  
Is it any wonder we call this a clear-  
ance sale? With one price, just one  
every dress, on every suit. Never mind  
the former prices, they exist no longer.  
Emporium quality, Emporium guaran-  
tee, Emporium merchandise, yet

\$7.95!

The left hand excerpt is from Stewart & Co., who are still doing business on Fifth Avenue. The right hand is from a San Francisco department store which is not only honest, but consistently accurate in all its statements. The Emporium has shot another leg off the tottering "It-can't-be-done" theory of honesty in advertising by the simple and convincing process of doing it.

"Never mind the former prices, they exist no longer." In that little sentence, the keynote of the Emporium's trade, is summed up the struggle and the victory against a custom which permeates the retail store policy of this country. Something akin to the potency of a sacred creed has attached itself to the theory that the American public can be lured to purchase goods only by blatant and absurdly exaggerated offers embodied in "value" or "comparative" advertisements, the sort of statement which shouts aloud, "Worth \$125. Our Price \$37.50"; or "Sold Elsewhere at \$2.00. Here for 65 Cents." The Emporium has discarded all this. Years ago it came to this decision:

"It isn't true. Therefore it isn't businesslike. Therefore in the long run it can't be profitable. We'll try something else."

NO MORE COMPARATIVE VALUES.

The something else was the total elimination from their advertising of all comparative values and prices and the substitution thereof of plain, straightforward statements of fact. For nearly seven years the store has laid to the people of San Francisco, through the voice of print: "Here are the goods. This is the price. Never mind what they were before or what they are somewhere else. Come and see if they aren't worth what we ask."

The San Franciscans have come and have seen. Also they have bought. So extensively have they bought that the Emporium policy stands commercially vindicated in the following two vital facts:

SINCE ADOPTING THE POLICY THE EMPORIUM HAS OUT-STRIPPED IN VOLUME OF BUSINESS ALL ITS COMPETITORS. IT COSTS THE EMPORIUM LESS, IN PROPORTION TO THE AMOUNT OF BUSINESS DONE, TO ADVERTISE ACCURATELY THAN IT DOES ANY OF ITS COMPETITORS TO ADVERTISE IN THE OLD, EXAGGERATED STYLE.

"Our advertising is merely a window which permits a view of our policies."

This is the way it is put by B. F. Schlesinger, the General Manager of the Emporium, who is now in this city, and who talked to me with entire frankness on certain pressing problems of modern advertising. Mr. Schlesinger is what is commonly termed "a hard-headed business man"; he could hardly be anything else and have attained his present success. On the other hand, I am an "impractical theorist," so certified and guaranteed by most of the hard-headed business men and practical advertisers before whom, for some ten years, I have been more or less timidly advancing the theory that absolutely honest and straightforward advertising could be made to pay, if it were skillfully enough done. Yet, strangely enough, both Mr. Schlesinger and I started on a common ground and ended on a common ground. I had always believed that exaggeration and misrepresentation are shipshod methods of selling merchandise, inferior to simple honesty of statement. Mr. Schlesinger believes the same. But, where I have been able only to talk or write my creed, he has taken his business head and made it a fact. Incidentally, Mr. Schlesinger's business head is not so hard but that it has proved permeable by the fine brand of idealism. It is a very practical idealism, too. It pays dividends.

LAZINESS THAT BEGOT HONESTY.

"How came we to drop all comparative price advertising?" said Mr. Schlesinger, repeating my query. "Why, it was a labor saving scheme. After the big fire, when all the stores had to start afresh, we decided on a

Continued on page 5, column 5

### ELOPERS IN 2,500 B. C.

Yale Deciphers Sumerian Law  
Said To Be 4,000 Years Old.

New Haven, Conn., Jan. 28. Legal obstacles which the ancient Babylonians had to avoid when hiring row-boats or in eloping with the woman of their choice against the will of an irate father and the laws dealing with the ill treatment of women, the repudiation of adopted children and the killing of hired oxen by lions are outlined in a tablet, believed to be 4,000 years old, which is in the possession of Yale University.

The stone is heavily incrustated, it was said to-day, but part of it has been cleaned and the writing translated. The laws are in the Sumerian language, that of Southern Babylonia prior to the conquest of the Semites in the time of Hammurabi.

The statutes are believed to have been written about 2,500 B. C. The tablet, was recently taken from an excavation. It is expected the entire writing will be deciphered when the stone is cleaned.

### COLLEGE GIRLS HIT BY AUTO; ONE DIES

Run Down in Drive by Ex-Justice Addoms. Who Takes Them to Hospital.

A touring car owned by Mortimer C. Addoms, ex-justice of the Supreme Court and former president of the Republican Club, killed one girl and perhaps fatally injured another at Riverside Drive and 120th st. at 6 o'clock last night. Justice Addoms and his chauffeur were in the car.

The dead girl was Miss Sarah E. Ling, a junior at Teachers College, Columbia, and who lived at 1210 W. 111th st. Her home was 303 St. Paul's av., Tompkinsville, Staten Island. Miss Ling died in St. Luke's Hospital at midnight.

Her companion was Miss Flora Smith, who was taken to the St. Luke's Hospital. Mr. Addoms, who lives at 23 East 56th st., rushed the girls to the hospital in his machine and told the hospital authorities that they were to "spare no expense" in looking after them.

The accident, according to a patrolman who witnessed it, was unavoidable.

The automobile, driven by William Keating, of 1900 Daly av., the Bronx, was going south on the Drive. Miss Ling and Miss Smith, who had been walking with two other girls from the college, linked arms and were about to cross the street at 120th st.

Keating slowed down, according to the patrolman, and endeavored to turn out of the way. The great width of the Drive at that point, together with the volume of traffic, bewildered the girls, the patrolman said, and caused them to walk into the path of the machine.

The girls' college mates, who saw their companions run down, insisted that the car was traveling at a high speed and that it carried no lights.

The two girls were pinned under the car for several minutes, and were unconscious when removed to the hospital. Detectives, following the investigation, said that no action would be taken against either Justice Addoms or the chauffeur.

### MYSTERY IN BOY'S WOUND

Police Sergeant's Son Charged with Attempt at Suicide.

Edward Polensky, fifteen years old, a high school student, son of Police Sergeant Joseph Polensky, of the Kingsbridge Terrace, The Bronx, shot himself in the left lung in his home yesterday afternoon, and is in the Fordham Hospital, charged with attempted suicide. He had failed in school examinations and had been severely rebuked by his father.

At first the police attributed the wounding to an accident. But when Captain McKee charged the boy with attempting suicide. Little hope is held out for the lad's recovery.

Continued on page 5, column 5

### MOTHER AND SON BOUND; \$12,000 SAVINGS STOLEN

Three Bandits Tie Victims  
in Cellar—Take Time  
to Crack Home Safe.

ESCAPE IN AUTO;  
CHAUFFEUR ARRESTED

Wife of Construction  
Foreman Says Trio Said  
They Were Inspectors.

Threatened with a revolver, bound, gagged and stowed away in the cellar of their home, at 121 10th st., Brooklyn, a woman and her six-year-old son lay helpless yesterday afternoon while three safe crackers drilled the door from a home bank and got away with cash and jewels amounting to about \$12,000.

A dozen Brooklyn and Manhattan detectives were working on the case last night. One of them, Detective Sergeant Carraro, of Manhattan, is regarded as an expert in cases of Italian crime. "The best clue is the number of an automobile in which the trio escaped. Four men and a girl agree on the number."

Working on this clue, detectives last night arrested a chauffeur at Lenox av. and 116th st., the number of whose automobile, it was said, corresponds to the number of the car in which the men escaped. Inspector Faurot and Captain Gray, after questioning the man, said that he admitted taking four men to the scene of the hold-up during the afternoon. The chauffeur, the police said, was Samuel Lichtenstein, of 629 Lenox av. He was held on a charge of robbery.

Robbery a Daring One.

The robbers worked with the utmost daring, and apparently had no fear of detection. They selected as their victim a foreman employed by the Lincoln Construction Company, of Brooklyn, who receives a good salary and numerous extras in the form of commissions and bonuses.

This man, John Bosso, came from Italy fifteen years ago. For years he earned his savings in a leather belt. Two months ago his hoard had reached more than \$14,000, which he deposited by \$5,000 in payments on the purchase of his home and adjoining lot. Then, at the urging of his wife, he bought a small safe and discarded the belt.

About three o'clock yesterday afternoon Mrs. Clementine Bosso opened the door to three men, one of whom, she said, was a war tax inspector and had come to make an inventory for the levy of a war tax. A shield impressed Mrs. Bosso and she admitted the men into the house. The spokesman produced a revolver and threatened to shoot to kill if there was any outcry. A length of cord was produced, but it was decided that the men would not use it and spent a dollar on a new supply.

Meanwhile the revolver preserved quiet in the house, and apparently there was no need for haste on the part of the robbers.

Upon the return of the third man, Mrs. Bosso and the boy were securely tied and gagged. They were dragged to the cellar and the work of drilling began. After a long time Mrs. Bosso was able to work her gag free and wriggle out of her bonds so that she could walk.

She knew without investigation that the robbers must have long since departed with \$7,000 in cash, \$400 in two checks, two gold watches, a pair of diamond earrings and three costly diamond rings.

Consequently, with some serious wounding, with his father's revolver in his right hand.

At first the police attributed the wounding to an accident. But when Captain McKee charged the boy with attempting suicide. Little hope is held out for the lad's recovery.

Continued on page 5, column 5

### KAISER'S TROOPS CHARGING ACROSS OPEN GROUND UNDER HOT FIRE FROM A FRENCH POSITION



PHOTO BY UNDERWOOD & UNDERWOOD, © BY BROWN & DAWSON

This picture, of a charge by German infantry upon a village in the war zone in Western Europe, arrived in this country yesterday. It was taken by a motion picture operator, employed by the German government, at the risk of his life, for circulation throughout the empire and elsewhere, to show the prowess of the Kaiser's troops. The Germans are shown driving French troops out of their positions. The location is not disclosed, but the country resembles Alsace, and it is probable that the picture was taken in the fierce fighting in Upper Alsace, where the French are attempting an invasion of the Lost Provinces.

### SHERIFF DISMISSES SHOOTING DEPUTIES

Strikers Look On Mutely  
as All Armed Guards  
Quit Roosevelt.

[From a Staff Correspondent of The Tribune.]  
New Brunswick, N. J., Jan. 28. Acting upon the charge delivered Tuesday to the Middlesex County Grand Jury investigating the Roosevelt strike shooting, Sheriff Edward F. Houghton of this city to-day ordered the summary removal of the 150 armed guards from the American Agricultural Chemical Company plants in Cartaret and Chrome.

Before removing the strike deputies Sheriff Houghton sent a formal letter to Mayor Joseph A. Hermann of Roosevelt requesting to be informed whether or not the local police were able to cope with the situation. Mayor Hermann replied that life and property would be secure in Roosevelt and that he had been advised by Chief of Police Harrington and by the strike leaders that no attack upon the company's plants was intended.

As the guards left the Williams & Clark plant, where the shooting occurred, 1,000 strikers stood in solemn silence, watching them board the train for Elizabeth. Beyond that no demonstration was attempted; not even a cheer was raised as the train drew out.

Prior to the removal of the deputies Sheriff Ralph E. Smith of Essex County visited the two plants to investigate the charge that a number of guards were badges purporting to show they were peace officers of Essex County.

With County Detective Charles F. Hummell he found and confiscated nine such shields.

The Newark police early to-day arrested a man who is believed to be one of the three missing deputies involved in the shooting. The prisoner, one of a number of men seized in a raid upon a disorderly resort in Arlington st., identified himself as Fred Siebe.

Coincidentally with the removal of the deputies from Roosevelt to-day, 200 strikebreakers were imported into the Armour company's plant, where they will be housed and fed. This plant, by the way, has at no time been under the guard of armed deputies or special policemen.

Mayor Joseph A. Hermann of Roosevelt to-day journeyed to New York to confer with the officials of the American Agricultural Chemical Company in the hope of bringing about a settlement of the strike. From present indications there is little likelihood that his efforts will meet with success.

At a meeting of strikers held this afternoon in Van Ness Hall in Chrome, it was voted not to yield unless the strike was ended by a settlement.

To-day twenty-seven witnesses appeared before the grand jury. Most of them were striking workmen, two of whom were among the wounded victims of the shooting.

It had been expected that John D. Rockefeller, Jr., might accept the invitation extended to him to appear and testify concerning the financial status of the corporation, but he did not come to New Brunswick.

Carnegie Opposes Warships.

[From The Tribune Bureau.]  
Washington, Jan. 28.—Andrew Carnegie is against the building of more warships by the government at this time, and has so written to Secretary Daniels. The Secretary laughingly remarked that he was sorry he could not agree with Mr. Carnegie, but he declined to make public the text of the communication.

### MINISTER SWORE FALSELY Says He Was Paid for His Testimony in Frank Case.

Atlanta, Jan. 28.—Testifying at the trial of alleged representatives of William J. Burns, the detective, here to-day, the Rev. Dr. C. N. Ragsdale repudiated his testimony given in the case of Leo M. Frank, and said he did not hear Jim Conley admit that he, and not Frank, murdered Mary Phagan. The men on trial are Dan Lehon, Burns's man here; Arthur Thurman, a lawyer, and Carlton Leeder, who is thought to have been in Burns's employ. The Rev. Dr. Ragsdale testified that he was offered \$10,000 to swear to the false statement. The offer came over the telephone, he said, and he refused it. He said that he had heard that the Rev. Dr. Ragsdale had received \$100 each in Thurman's office, and he was handed another \$100 as he was going out. Thurman told him, he stated, that he and Leeder had also received \$100 each, and that there was plenty more.

### NORTH POLE FOUND IN EDITOR'S OFFICE

Stenographer Says Stories  
of Cook and Peary  
Were Rewritten.

Washington, Jan. 28.—Miss Lillian E. Kiel, of New York, who said she was a stenographer employed by a magazine that printed articles under the names of Cook and Peary, and that they were their return from the Arctic region, testified to-night before the House Committee on Education that neither of these articles was written by them, but that both were rearranged in the magazine office.

Miss Kiel was one of several witnesses who testified to-night that the resolution of Representative Smith, of New York, designed to establish the priority of the discovery of the North Pole. The list included Representative Edwin Smith, of New York, of Philadelphia, of New York, of Albany, and E. G. Lott, of New York.

Miss Kiel said she took the dictation of Dr. Cook's statement. She said Dr. Cook was at a hotel in Newburgh, N. Y., that he dictated his story of the polar explorations, sent it to New York to the magazine and after he received the magazine he clipped the article and inserted it in the magazine.

She said that Rear Admiral Peary's story was first obtained by questions asked by a reporter, and a woman transcribed the notes and wrote the story. The rear admiral, she said, had a contract or an agreement of some sort under which the magazine was not to print anything detrimental to him.

"In other words," asked Representative Towne, of Iowa, "this particular statement called Dr. Cook's story is partly his statement and partly a manufactured story that was inserted?"

"The magazine did not find Dr. Cook's story sufficiently exciting and sensational to suit them?"

"They were under contract with Mr. Peary not to print what would be detrimental to Mr. Peary," Miss Kiel replied.

COLD WAVE POSTPONED

Weather Man Withdraws  
Threat of Big Mercury Drop.

A pronounced drop in temperature for to-day was predicted yesterday afternoon, and the weather man even included a snowstorm in his prophecy. When the last data were collected last night, however, and the final prediction for to-day was ready to go out New York's fear of snow and a cold wave had been dispelled.

Fair and colder in the outlook. Belief that some other brand of weather might be in store for the metropolis was inspired by the fact that it was cold and snowy in the Central West. Something out on the Atlantic coast, the weather man didn't know anything about probably came along to keep the unpleasant cold and snow away from New York.

### CARRANZA LEADER ENTERS CAPITAL

Gen. Obregon Meets Small  
Resistance—Three Dead  
After Fusillade.

Mexico City, Jan. 28.—General Alvaro Obregon, the Carranza leader, at the head of his troops entered Mexico City shortly after 3 o'clock this afternoon.

At first he met with little or no resistance, but when the National Palace was reached shots from the cathedral roof and other buildings near by caused his soldiers to open a fusillade, which, however, lasted only a short time. After the fighting was over a correspondent counted three persons lying dead in the plaza.

The rear guard of the Zapatistas left the city as General Obregon entered, holding up streetcars at the point of rifles, in order to commandeer them for transport.

All commercial houses and banks were closed, but aside from the shooting on the main plaza, the entry of the Carranza forces caused no disturbances.

After taking possession of the National Palace General Obregon, leading his troops, rode down San Francisco st. to his new headquarters.

Vera Cruz, Jan. 28.—"We have recovered Mexico City," was the statement made officially at the Carranza headquarters here to-night.

It is not believed, however, that the headquarters will be moved to Mexico City until the country again is in control of the Carranza forces. Persons close to General Carranza say this is improbable for several weeks.

The public in Vera Cruz was apprised by the ringing of bells at 6 o'clock to-night that Mexico City had been taken by the Carranza forces.

[By Telegram to The Tribune.]

Naco, Ariz., Jan. 28.—General Jose M. Maytorena, Villa's commander in Sonora, is moving his army to Naco, Sonora, to-night, in violation of the agreement he made with General Hugh L. Scott. Parties arriving in the Mexican town to-day say Maytorena's army is only a few miles south and are moving to occupy Naco, which General Hill, Carranza's commander, evacuated when both factions agreed to make Naco neutral.

Alarm is felt in Naco over the movement, and a protest to Washington has been prepared. Advice from Agua Prieta, opposite Douglas, Ariz., says that the port of Agua Prieta was closed to-day by order of Carranza. This was accomplished by an order suspending operations on the railroad to Naco, Carranza having learned that Villa forces were using the road to get troops to the border.

Washington, Jan. 28.—The following summary of conditions in Mexico was issued late to-day by the State Department:

"Advice from Mexico City, dated January 27, 9 a. m., states that the Zapatista forces evacuated the city early in the morning, going to Cuernavaca. Business houses were closed and the streets were reported to be practically deserted. So far as is known, no foreigners have been molested."

"It is reported that when preparations were made for the evacuation the entire equipment of the federal postoffice was placed on cars for shipment north, but that as it is understood the forces of Blanco are between Queretaro and Mexico City, rail communication north is uncertain."

"A telegram from Mexico City, dated January 27, 5 p. m., stated that General Palfox, Minister Gomez and a number of the members of the convention remained in Mexico City after the evacuation. The Provisional President and staff are said to have left later in the day."

"Palfox and Gomez have issued a manifesto deprecating the alarm shown by people in the city, stating that they assume the military and civil authority of the city and will protect it against the enemy until the return of the convention and the Provisional President. Nothing definite appears to be known regarding the entry of Constitutional forces into Mexico City."

### 20,000 GERMAN LOSSES KAISER'S BIRTHDAY COST

Paris War Office Puts Casualties at Craonne This Week at 6,000.

INVADERS BRING  
UP GREAT FORCES

Prepare to Give Smashing  
Blow at Allies at La  
Basse and Ypres.

BERLIN CLAIMS GAINS

French and British Say All Attacks Were Repulsed—Infantry Assaults Abandoned.

[By Cable to The Tribune.]

Paris, Jan. 28.—Apparently discouraged by the repulse of every one of their many assaults along the battle front in Flanders, France and Alsace on the Kaiser's birthday, the Germans desisted entirely from infantry attacks during the night and the early morning hours of to-day. The artillery of the invaders, however, kept pounding away, especially near Zonnebeke, in Belgium, along the Aisne and in the region of Soissons, in the Argonne forest and in the neighborhood of the Alsatian town of Thann.

The French official communication issued to-day struck a jubilant note. "The day was a good one for us," the earlier statement announced. The War Office estimates that the Germans, in their various attacks on the Emperor's birthday, and those of the two preceding days leading up to the final efforts, lost at least 20,000 men.

The fighting in the region of Craonne, northeast of Soissons, alone, is reported to have cost the invaders 6,000. At this point, however, the official report says, the losses to the French through the capture of two companies mentioned yesterday as imprisoned in a quarry by a landslide, amounted to 800 men.

Germans Ready for Blow.

While it is evident that the attacks and counter attacks of this week have cost both sides dear, they have made no great difference in the relative positions of the opposing armies. They convey the intimation, however, that the Germans have by no means given up the idea of delivering a smashing blow at the allied armies.

With the approach of dryer weather and the consequent hardening of the ground, the German command has decided to get in their blow before the full strength of the Anglo-French forces was ready to meet them. Thus far they have made little, if any, headway, but undismayed, they are sending still more troops through Belgium to Ypres and La Basse, points at which earlier in the winter they attempted to break their way through to the coast.

Knowing, as they must, that the Anglo-French armies have been greatly strengthened since then, the Germans must have increased their striking power.

The Allies, however, are confident of their ability to hold their present lines, and move forward when all preparations are completed.

"Marsellaise" Starts Trouble.

According to the French war office, the Germans took an unwarranted liberty in the celebration of their busy holiday by appropriating the French national air force for festivities. The incident was described:

"On the heights of the Meuse, opposite the French position at Epargne, German soldiers, during the celebration yesterday of Emperor William's birthday, began to sing the 'Marsellaise' to the accompaniment of fife and drums. A violent fire from the French troops silenced them."

The incident, the French war office says, was a prelude to the severe engagement still in progress yesterday. This revival of desperate fighting synchronizes with the spell of very cold but dry weather, which has made the ground firmer every day this week, lending increased mobility to both infantry and artillery, and filling the men with more the exhilaration of hand-to-hand fighting. Nevertheless, the countryside was still soft enough to make the Germans in their attack show a decided preference for the roads, and any further advance of the main thoroughfare between Bethune and La Basse, such a grim massacre of the enemy took place.

It was a veritable death trap. The accuracy of the British report proved the accuracy of the Germans' advance at this point.

British Infantry Trapped.

After re-establishing their old positions the British broke fresh ground and part of a regiment in its forward movement had to go across a level span. On its right was what appeared to be a deserted haystack, but as the men came in line with the stack a deadly Maxim fire exploded from it. The enemy haystack and its occupants became a target for the watching British artillery, but the infantry, nevertheless, suffered severely by the unexpected shelling.

Following is the text of the official communication issued by the War Office to-night:

"On the night of January 27-28 no attack by the infantry of the enemy was delivered. To the northeast of Zonnebeke there was a bombardment by the Germans and violent rifle firing. An artillery duel occurred on the Aisne, and in the Argonne commanding on all sides. In Alsace, to the northwest of Ammerweiller, our troops maintained their positions, notwithstanding a violent bombardment during the day of the territory which they had gained, and succeeded in organizing themselves."

"Quiet prevailed along the remainder of the front."

"Good Day for Us."

The earlier communication of to-day says:

"January 27 was the anniversary of the birthday of Emperor William of Germany. Our adversaries announced for this day a very particular effort, but if it was made by them it did not result to their advantage."

"The day was a good one for us along all the front. Every German attack